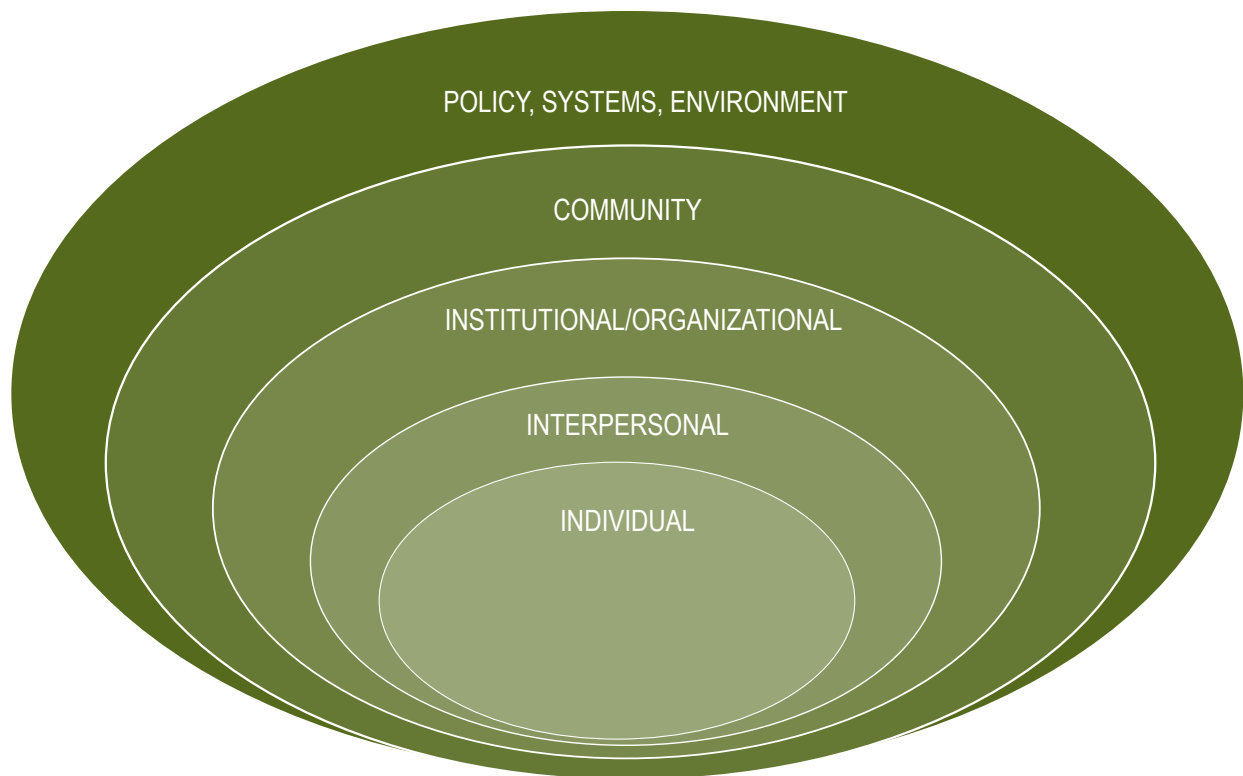


## CONCEPTUAL FRAMEWORK

The Social-Ecological Model, Inter-Sectorial Approaches and the Role of Public Health



We live our lives within several broad spheres of influence. Each in turn affects the other. Health promotion approaches that are based on the social-ecological model focus on the behavior choices of each individual as well as situations within each sphere that can influence health behaviors (1). The following factors influence behaviors at each level:

**Individual:** awareness, knowledge, attitudes, beliefs, values, performances

**Interpersonal:** family, friends, peers, that provide social identify and support

**Institutional/organizational:** rules, policies, procedures, environment, informal structures

**Community:** social networks, norms standards and practices

**Public Policy:** local, state, and federal government policies, regulations, and laws